

## CLAIMS

1. A method which enables Entity A to offer a mobile End User to use at least two Mobile Virtual Network Operators (MVNOs) and enabling an End User to move between MVNOs with no need to register again to the network while using one access device. Entity A (i.e. MVNO ASP) develops an agreement with at least one Mobile Network Operator (MNO) enabling Entity A to use the MNO network to provide a virtual network offering. Entity A enables a MVNO to provide mobile service using Entity A's virtual wireless network. A system comprising: An End User wireless device interface, a software system which manages End Users profiles; A software system to track events and track transfers between MVNOs.
2. A method according to claim 1 and further comprising, in which the End User accesses the mobile network from a set of devices which are provisioned in the system as devices the End User can use.
3. A method according to claim 1 and further comprising, in which the End User accesses the mobile network from devices which are not associated with this End User, by supplying the proper access codes and following the authentication and authorization processes.
4. A method according to claim 1 and further comprising, in which End Users define and manage their profiles.
5. A method according to claim 4 and further comprising, in which End Users set rules for switching between MVNOs and service providers.
6. A method according to claim 4 and further comprising, in which the End User sets default suppliers to provide specific services.
7. A method according to claim 1 and further comprising, in which the End User selects the

providers of specific services in real time.

8. A method according to claim 7 and further comprising, in which the user interface is via voice.
9. A method according to claim 7 and further comprising, in which the user is presented with a list of providers to provide a specific service, and the End User selects the provider of the service from the list.
10. A method according to claim 7 and further comprising, in which the End User selects a provider for which the End User is not subscribed to their services.
11. A method according to claim 7 and further comprising, in which the End User selects provider by entering a code, which identifies the provider.
12. A method according to claim 1 and further comprising, in which End User groups are created and managed by Entity A.
13. A method according to claim 1 and further comprising, in which selected End Users create and manage groups of End Users.
14. A method according to claim 13 and further comprising, in which selected End Users enforces the group of users to use specific MVNOs and service providers.
15. A method according to claim 13 and further comprising, in which selected End Users develop rules for usage of specific MVNOs and service providers for the group of users.
16. A method according to claim 1 and further comprising, in which Entity A defines and manages a table of service providers and network operators that an End Customer can subscribe to.

17. A method according to claim 1 and further comprising, in which a service provider is an issuer of a payment card.
18. A method according to claim 1 and further comprising, in which a service provider is an acquirer of a payment card.
19. A method according to claim 1 and further comprising, in which the wireless device is used for purchasing goods.
20. A method and a system according to claim 19 and further comprising, in which a customer wireless device communicates with merchant wireless device and exchange data regarding a transaction.
21. A method and a system according to claim 19 and further comprising, in which a customer wireless device obtains merchant information via an input interface.
22. A method and a system according to claim 19 and further comprising, in which a customer inputs required transaction information manually via a software interface.
23. A method according to claim 19 and further comprising, in which Entity A operates a payment application platform, enabling it to authorize and decline transactions.
24. A method according to claim 23 and further comprising, in which Entity A receives potential transaction data from a merchant's wireless device; interact with merchant acquirer system; receive authorization message; and send transaction authorization message to merchant wireless device.
25. A method according to claim 23 and further comprising, in which Entity A receives potential transaction data from a merchant's wireless device; interacts with End User wireless device to receive additional transaction information; interact with merchant acquirer system; receive authorization message; and send transaction authorization

message to merchant wireless device.

26. A method according to claim 23 and further comprising, in which Entity A receives potential transaction data from a merchant's wireless device; interact with a processor's system; receives authorization message from processor; and sends transaction authorization message to merchant wireless device.
27. A method according to claim 23 and further comprising, in which Entity A receives potential transaction data from a merchant's wireless device; interacts with End User wireless device to receive additional transaction information; interact with processor's system; receives authorization message from processor; and send transaction authorization message to merchant wireless device.
28. A method according to claim 23 and further comprising, in which a transaction number is sent via the wireless network to the customer wireless device and to the merchant payment device.
29. A method according to claim 1 and further comprising, in which Entity A provides service providers and MVNOs with settlement of the wireless network fees.
30. A method according to claim 1 and further comprising, in which Entity A provides service provider's users with a bill on behalf of service providers and under service provider's name.
31. A method according to claim 1 and further comprising, in which Entity A is a MVNO.
32. A method according to claim 1 and further comprising, in which Entity A is a MNO, and part of its virtual network is the MNO network.
33. A method according to claim 32 and further comprising, in which the network is based solely on the MNO network.

34. A system, which enables to define and manage End User profiles and parameters for switching between MVNOs; The System enables End Users which are registered to the network, to switch between MVNOs, without the need to disconnect from the network and register again; These MVNOs provide at least part of their service based on a virtual wireless network of Entity A. Entity A (i.e. MVNO ASP) develops an agreement with at least one Mobile Network Operator (MNO) enabling Entity A to use the MNO network to provide a virtual network offering. Entity A enables a MVNO to provide mobile service using Entity A's virtual wireless network. The system enables to define and manage End User profile and parameters for switching between service providers; and a software system to track events and track transfers between MVNOs and tracks transfers between SPs.
35. A system according to claim 34 and further comprising, in which the system manages the move between MVNOs and between service providers based on rules defined in the system.
36. A system according to claim 34 and further comprising, in which the system includes an End User interface to configure parameters and rules for switching between network operators and service providers.
37. A system, which manages wireless device user interfaces; the user interface includes a master interface which is part of the main portal and menus and is provided by Entity A. Entity A (i.e. MVNO ASP) develops an agreement with at least one Mobile Network Operator (MNO) enabling Entity A to use the MNO network to provide a virtual network offering. Entity A enables a MVNO to provide mobile service using Entity A's virtual wireless network. MVNOs which use Entity A virtual network define their user interface via the system, including skin and menus which will be plugged into the main Entity A portal, replacing Entity A skin and adding and replacing menus and ringtones based on the MVNO provisioning.

38. A system according to claim 37 and further comprising, in which a wireless device caches various MVNO interfaces, when the wireless device switches to use a different MVNO, it first check in its cache if the MVNO user interface is cached, if it is cached the wireless device will change the user interface based on the cached user interface.
39. A system according to claim 38 and further comprising, in which a wireless device identifies parts of user interface, which changed; and downloads over the wireless network only the changed data, and then presents an updated MVNO user interface
40. A system according to claim 37 and further comprising, in which the End User selects to use the MVNO interface and defines a link to enable them to switch to the master interface.
41. A system according to claim 37 and further comprising, in which the End User selects the parts of the master interface, which they want to be part of their main portal and can select the parts of the master interface, which they want to be part of other menus (i.e. master ringtone will not change when switching between MVNOs).
42. A system, which includes a master routing table comprising a list of the networks which create Entity A's virtual network, and per area the table defines a default network which End User's wireless devices should register to. The End User device stores the routing table locally and uses it in order to select to which network to register per location. Entity A (i.e. MVNO ASP) develops an agreement with at least one Mobile Network Operator (MNO) enabling Entity A to use the MNO network to provide a virtual network offering. Entity A enables a MVNO to provide mobile service using Entity A's virtual wireless network.
43. A system according to claim 42 and further comprising, in which the table includes additional parameters for deciding to which network to register in cases there are more than one network per area which belongs to Entity A virtual network.

44. A system according to claim 43 and further comprising, in which the time of the day is one of the parameters.
45. A system according to claim 43 and further comprising, in which the type of device is one of the parameters.